

Ashworth Mairs Group Business Intelligence in Action



"The delivery of differentiation services that provide additional value to clients will underpin the continued growth of Ashworth Mairs Group. Business Objects BI solutions enable the flexible analysis and delivery of management information for timely client-focused services that enhance client relationships and deliver significant operational improvements."

David Mairs, Chief Executive, Ashworth Mairs Group

Challenge

▶ To improve client support through management information

Solution

▶ BusinessObjects Web Intelligence for web query and analysis

▶ BusinessObjects Infoview provides information to clients through a secure extranet and employees via the company intranet

Benefits

▶ On-demand access to the status of claims business

▶ Improved risk analysis and management

▶ Optimized operational performance

▶ Enhanced client satisfaction by providing self-service access to claims information

Growing Market Share

Having enjoyed rapid expansion since its foundation in 1992, Ashworth Mairs Group (AMG) identified that future growth would be dependent upon delivering additional value to clients. The company defined several key business objectives encompassing the delivery of flexible client solutions, exploiting e-commerce, eliminating waste, and reducing claims spend.

AMG believed that the delivery of high-quality, fast management information was key to achieving these goals, with specific focus on three areas: General claims management, project management and predictive modeling. In addition to providing clients with timely customer-driven, summary, and detailed views of claims management activity, AMG also wanted to leverage its management information to analyze the risk inherent in subsidence claims to attain further competitive advantage.

Data Warehouse Delivers Client-Oriented Information

AMG commissioned visualmetrics to design and implement a business intelligence solution. The company proposed the development of a datamart in Microsoft SQL Server that would capture data from AMG's head office operational claims management systems, and case information from regional offices. The solution was also designed to support real-time population of data for situations that required immediate access to claims status.

AMG staff and clients across 40 offices have secure access to information within the datamart via BusinessObjects Infoview web portal which provides a consolidated view of reports created using BusinessObjects Web Intelligence from Business Objects. Employees can track and understand information through the company intranet and AMG clients log on to a secure extranet which provides personalised reports that are also integrated with MS Word-based summary claim information.

AMG plans to extend its use of BI to cover other internal reporting requirements including finance and key operational performance indicators, increasing the user base to several hundred.

Business Intelligence Empowers Clients

Both AMG and its clients have enjoyed tangible cost and effectiveness benefits as a result of using Business Objects business intelligence solutions. Clients can now easily track the progress of claims and produce their own analysis of claims management without assistance from AMG resources. Clients who use AMG for the majority of their cases are now also benefiting from a reduced demand for supplementary internal analysis.

The ability of internal AMG users to define and produce their own reports has speeded up decision-making and reduced operational costs. Further, cost savings have been achieved by removing report collating, screening, and interpreting for the business and through the use of electronic report distribution, reducing the need for multiple hard copy storage. This has also improved the retrieval time for old reports.

Operationally, client managers gain immediate insight on general claims performance indicators and the status of individual claims. AMG can now assess the overall health of the business and, where necessary, they can now review policy or strategy and initiate remedial action on specific issues.

Immediate and accurate claim progress information is enabling project managers to maximize their contribution. Managers can quickly identify operational issues and take timely and correct action in order to reduce cost.

Customer

Ashworth Mairs Group

The predictive model AMG contains data that helps assess risk, including location, topography, soil type, and foundation type. Combining historical data in this model with a new claim can give predictive guidance on likely cost to the loss adjusters; essential to safeguarding profitability.

"Business Objects BI solutions provide both AMG users and each of our clients with a self-service, analytical, and on-demand view of the status of all claims business. This is providing us with the competitive advantage that will significantly support our expansion," says Mairs.

About Ashworth Mairs Group

Ashworth Mairs Group is one of the most successful firms of international loss adjusters, surveyors, and engineers to emerge in the UK in the last 50 years, delivering competitive advantage, innovation, and breakthrough performance with strategic partners across the globe.

Partner

visualmetrics



"visualmetrics has developed a consolidated management information system that not only enables AMG to meet its corporate objectives of enhanced client services, but will also support improved internal management and control."

Chris Coan, Directeur des Ventes, visualmetrics.

visualmetrics Adds Value to the Project

AMG's phenomenal growth meant that it did not have the internal resources to manage the implementation of a strategic management information system. Instead, the company opted to outsource the project to visualmetrics, relying on the company's track record in financial services and breadth of expertise in data warehouse development and BI software from Business Objects.

Customer Benefits

visualmetrics began with the implementation of a data warehouse that extracts data from the company's current claims management system. This was followed by an initial 20-day consultation phase to ascertain AMG's key performance indicators (KPIs) and the information needs of AMG's clients. This led to the creation of both a standard set of BusinessObjects Web Intelligence reports and customized reports to meet the specific needs of each client.

"visualmetrics recommended a flexible design methodology for the data warehouse and deployment of Business Objects software, ensuring the scope of the solution can be extended in the future to meet the diverse reporting needs of both clients and AMG group companies," says Chris Williams, associate partner, IT Unit, Ashworth Mairs.

About visualmetrics Ltd

AMG outsourced its management information project to visualmetrics, from the initial analysis and design, through to the creation of a high-level functional specification.

This included the development of a Microsoft SQL Server data warehouse and creation of reports using BusinessObjects Web Intelligence from Business Objects, the BI software that allows users to track, understand, and manage organizational data over intranets and extranets. The solution also included training for both IT developers and key internal super users.

visualmetrics

- ▶ **Activity:**
Business intelligence, analytical applications, consultancy, and software development
- ▶ **Sales figures:**
€2 million
- ▶ **Staff:**
12
- ▶ **Date founded:**
2003
- ▶ **Geographical zone:**
European Union

Americas
Tél : +1 800 527 0580

Europe
Tél : +33 1 41 25 21 21

Asia-Pacific
Tél : +65 887 4228

Web
www.businessobjects.co.uk

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